

## Donations to LAE Tottenham

### Purpose

Increasingly, Highgate constituents are seeking to make donations directly to LAE Tottenham. It has been agreed between Highgate and LAE Tottenham that, until circumstances change, donations should be collected and administered by Highgate's Development Office. It seems sensible for Highgate's Development Office to continue to receive gifts on LAE Tottenham's behalf, to mitigate the risk and ease the administrative burden, until LAE Tottenham has a Development Office, in house.

### Reasoning

For LAE Tottenham:

- LAE Tottenham does not have a Development Office, and the accompanying fundraising guidelines and policies, and is therefore lacking the expertise and personnel needed to manage gifts, especially large gifts. Highgate has in place gift acceptance policies and a due diligence procedure; the Governing Body at Highgate have been trained as to the responsibilities inherent in being trustees of a money-raising charity; Highgate has professional staff to manage the practicalities of a receiving a gift (recording, processing, tracking, thanking the donor, reminding the donor for promised instalments etc.), as well to manage the expectations and requirements of those individuals making the donation. Highgate fundraisers are trained in seeking donations and who can commit the time needed to this process in a way that staff at LAE Tottenham currently cannot.
- The expertise of Highgate's Development Office staff may result in benefits for both LAE Tottenham (how to maximise the gift so it can be used most effectively) and for the donor (such as knowledge about tax-effective giving or the most effective way to structure a donation).

For Highgate and Highgate constituents

- Many Highgate constituents would be happy for Highgate's charitable obligations to be supported by their donating to LAE Tottenham, via Highgate.
- Donors may be motivated by giving to an organisation which has an established history of seeking, receiving and effectively managing donations.
- Larger campaigns – such as a crowdfunding campaign – require a lot of person time which, again, is available at Highgate but not at LAE; it would be an inconsistent experience for donors were some solicitations undertaken by, or conducted exclusively through LAE Tottenham, and others managed by Highgate.

## **Guiding Principles**

- Highgate will continue to actively encourage interested prospective donors to support LAE Tottenham.
- The experience for donors and prospective donors should be as straight-forward and rewarding as possible.
- Highgate and LAE Tottenham will discuss fundraising aims and priorities at least biannually, allowing LAE Tottenham to share its fundraising aims in a way which is beneficial to Highgate's Development Office in order to collaboratively seek donations
- Highgate and LAE Tottenham will continue to work collaboratively to seek, manage and steward donations; with (principally) LAE Tottenham determining the need and meeting with prospective donors to illustrate the impact of their support; and Highgate's Development Office seeking, administering, managing and stewarding donations.
- In situations where LAE Tottenham staff meet with interested donors, all donations must be made through the Development Office, and the Development Office should be brought in to consult on the structuring and strategy for high net worth individuals or for larger gifts.
- Highgate should be made aware if LAE Tottenham are seeking support from or initial contact with Highgate constituents.